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CALIFORNIA DEPARTMENT OF AGING
HEALTH INSURANCE COUNSELING and
ADVOCACY PROGRAM

HICAP

REQUEST FOR PROPOSAL
HICAP 05-02

September 12, 2005

**California Department of Aging
Request For Proposal HICAP # 05-02**

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I. INTRODUCTION

A. Introduction

The Health Insurance Counseling and Advocacy Program (HICAP) offers current and future Medicare beneficiaries counseling and advocacy regarding Medicare, Medicare supplemental insurance, managed health care, life and disability insurance, and long-term care planning. Trained and registered counselors deliver HICAP services through individual counseling sessions, community presentations, and referrals to legal service providers.

HICAP operates a statewide toll-free 800 number (1-800-434-0222) to improve access to HICAP services throughout the State. Calls to the HICAP 800 number are usually automatically routed via a centralized system to the local HICAP agency that serves the geographic area of the originating call. The HICAP statewide call routing system is operated from a common centralized database of more than 8,000 California area codes and prefixes. Each call connects the area code/prefix combination to a pre-designated local HICAP number for the community from which the call was originally placed.

In some circumstances, however, calls cannot be routed to the local HICAP provider because the area code and/or prefix are not “known” to the system, calls are from out-of-state, or calls are from cellular phones. These calls are referred to as “orphan” calls. An orphan call is any call to the 800 number that is not recognized by the automatic statewide call routing system or any call that is not automatically routed to the appropriate local HICAP.

B. Purpose of Request for Proposal

The purpose of the Request for Proposal (RFP) is to solicit proposals for a contractor to operate a HICAP orphan call center. This RFP has three objectives.

1. To ensure that all persons using the HICAP toll-free line are able to access HICAP services through the toll-free line, regardless of where the calls originate.
2. To ensure that callers' needs are thoroughly assessed and prioritized in order to reduce caller anxiety over health plan changes and changes in their eligibility for prescription drug benefits.
3. To ensure that callers efficiently receive basic HICAP program services and knowledgeable instructions before they are re-routed or referred to local HICAP providers for a detailed counseling appointment.

C. Background/History

HICAP was initially established by legislation enacted in 1984 (Chapter 1464, Statutes of 1984) and amended in 1996 (Chapter 1097, Statutes of 1996). HICAP assists individuals and families with Medicare problems and other health insurance concerns. Over 500 trained and registered counselors provide objective information and counseling on Medicare, Medicare supplement insurance, managed health care, and long-term care planning and insurance.

Based on statutory requirements, the California Department of Aging (CDA) provides statewide oversight, direction, technical assistance, registration of all counselors, and other support to 24 HICAP projects providing services in all 58 California counties. CDA retains the overall responsibility for setting and maintaining statewide policy, program standards, and monitoring Area Agencies on Aging (AAA) on an ongoing basis to ensure adherence to those standards. AAAs are assigned responsibility to contract for, and manage, HICAP services. AAAs review, approve, and monitor HICAP subcontractor budgets, expenditures, and program operating plans. The AAA annually monitors, evaluates, and documents subcontractor performance and compliance with the master agreement.

The Medicare Modernization Act (MMA) of 2003 brings massive changes to the benefits and choices facing Medicare beneficiaries beginning in 2005. Specifically, this federal law: (1) adds new preventive health benefits; (2) creates new prescription drug benefits; (3) provides for automatic enrollment of individuals who are eligible for both Medicare and Medi-Cal (Medicaid); (4) offers subsidies for low-income beneficiaries; (5) prohibits Medigap (Medicare supplement) insurers from renewing policies that supplement the Medicare prescription drug benefit; and (6) allows Medicare managed health care plans to offer a basic prescription drug benefit.

The impact on Medicare beneficiaries is both critical and urgent. Due to the short enrollment period (established in federal statute), beneficiaries must have timely access to accurate information to guide them in making appropriate prescription drug plan decisions. Failure to receive prompt assistance could cause beneficiaries to miss critical enrollment deadlines, jeopardizing their receipt of benefits. Beneficiaries that miss enrollment deadlines will likely experience gaps in prescription drug coverage, higher ongoing premiums, potentially thousands of dollars in unnecessary expenses, and possible exposure to health and safety risks.

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The current HICAP toll-free 800 number automatically refers callers to the correct local HICAP service provider, except for out-of-state callers (national and international) and callers using cellular phones. These calls, as well as calls from prefixes that are not identified in the central database, are instead transferred automatically to a designated agency which provides basic HICAP services statewide. As necessary, these callers are referred to their local HICAP office for continued counseling.

D. Term of Contract

The term of the resulting agreement is expected to be for one year, with the possibility of two one-year extensions, contingent on the availability of funding for this purpose. The initial contract term is as specified in the Key Action Dates, Section IID of this RFP. The initial contract term may change if CDA makes an award earlier or later than expected.

The resulting contract will be of no force or effect until it is signed by both parties and, if required, the Department of General Services.

E. Anticipated Budget

The total cost of operating the HICAP orphan call operations for the initial one-year contract term shall not exceed **\$48,000**.

II. GENERAL PROPOSAL INFORMATION

A. Minimum Proposer Qualifications

1. The Proposer must have at least two consecutive years of experience responding to consumer calls.
2. The Proposer's organization, if a corporation, must be in good standing with the Secretary of State's office and qualified to conduct business in California.
3. The Proposer (including any proposed subcontractors) shall have no conflict of interest with insurance, health plan, or pharmaceutical industries and shall not market health care service plans, insurance products, or prescription drug plans. Applicants cannot be employees of an insurance company, health service plan, pharmaceutical company or any related organization which may have a conflict of interest with HICAP.

B. RFP Written Questions

1. **A Proposers' conference will not be held.** CDA will instead accept and respond to Proposers' written questions to clarify the RFP requirements.
2. What to include in the written inquiry:
 - Your name, name of your agency, mailing address, area code and telephone number, e-mail address, and fax number.
 - A clear description of the specific issue or question needing clarification.
 - Reference to RFP section, page number and/or other information useful in identifying the specific problem or issue in the RFP.
3. Question Deadline:

All written questions must be received by 4:00 p.m. on the date specified in "Key Action Dates," Section II D, of this RFP. Questions received after that time will not be answered. CDA will respond in writing via fax on or by the date specified in Key Action Dates by faxing copies of questions and responses to all parties who requested a copy of the RFP. CDA will not accept any oral questions or inquiries.

Submit questions by fax to:

**California Department of Aging
1300 National Drive, Suite 200
Sacramento, California 95834
Attn: Steve Miars
Attn: RFP# HICAP 0502
FAX NO. (916) 928-2510**

Proposers submitting questions by fax are responsible for confirming the receipt of all faxed materials by the deadline. Call the CDA office, June Smith, at (916) 419-7540, to confirm receipt of your faxed transmission.

C. Disposition of Proposals

All documents submitted in response to this RFP will become the property of the State of California and will be regarded as public records under the California Public Records Act (Government Code, Section 6250 et seq.). The State cannot prevent the disclosure of public documents. However, the contents of all proposals, draft proposals, correspondence, agenda, memoranda, working papers or any other medium that discloses any aspect of the Proposer's proposal, shall not be made public until the "Notice of Intent to Award" the contract is posted.

After the "Notice of Intent to Award" the contract is posted, all documents submitted in response to this RFP will be open to inspection during regular business hours (i.e., Monday through Friday, 8:00 a.m. to 5:00 p.m. excluding State holidays). Any copying of proposal documents shall be at the expense of the requester, unless waived by the State.

D. Key Action Dates

Proposers are advised of the following tentative schedule and are expected to adhere to the required dates and times. CDA reserves the right to modify this schedule at any time and will make reasonable efforts to notify the affected parties.

<i>Event</i>	<i>Date</i>
• RFP released	September 14, 2005
• Written questions deadline	September 20, 4 p.m.
• Response to written questions	September 23, 2005
• Final date for proposal submission	October 06, 4 p.m.
• Proposed Notice of Intent to Award	October 13, 4 p.m.
• Last day to protest	October 20, 4 p.m.
• Proposed contract awarded	October 21 , 2005
• Contract Period begins	November 4, 2005
• End of Contract Period	October 31, 2006

E. Standard Conditions of the Contract

1. The contract period shall commence as specified in the Key Action Dates in the absence of any valid protest and after all approvals have been obtained and the Agreement is fully executed. Should the chosen contractor fail to commence work at the agreed upon time, CDA, upon five (5) working days written notice to the proposed contractor, may terminate the Agreement. In addition, the contractor shall be liable to the State for costs incurred by delaying start of the Agreement resulting in CDA having to process an award to the Proposer with the second highest score.
2. Performance of the Terms of the Agreement shall be completed on or before the termination date of the Agreement.
3. The State does not accept alternate contract language from a prospective contractor. A proposal with such language will be considered a counter proposal and will be rejected. The State's General Terms and Conditions (GTC-304) and the contractor Certification Clauses (CCC-304) are not negotiable. These documents may be viewed at Internet site
<http://www.ols.dgs.ca.gov/Standard+Language/default.htm>

III. PROPOSAL INSTRUCTIONS

A. General Instructions

1. A proposal should provide a straightforward and concise description of the Proposer's ability to satisfy the requirements of this RFP. It must be complete, accurate, and represent the actual commitments of the organization. If selected, the Proposer's response to the RFP will be used by CDA to guide implementation of the contract. All administrative, technical, and financial requirements stated in this RFP must be addressed, and all requested information must be supplied. Material omissions, inaccuracies or misstatements may be sufficient cause for rejection of a proposal.
2. CDA is seeking specific factual information and statements of measurable goals, objectives, and tasks in quantitative terms where possible. Project descriptions are evaluated on the basis of substance, not length.

3. Format: To be deemed a responsive proposal, a proposal should comply with the following format instructions:
 - a. The proposal package should be prepared with a cover page. The package must be stapled in the upper left-hand corner.
 - b. The proposals should be submitted on plain white paper, 8.5” by 11”, printed on a single side, in Arial or Times New Roman font no smaller than size 10, with margins no smaller than one inch on all four sides.
 - c. Pages of the proposal should be numbered in sequence, not counting the cover page.
4. All materials submitted in response to this RFP will become the property of the State. The State has the right to use any or all ideas or concepts presented in any proposal. Selection or rejection of the proposal does not affect this right.
5. A proposal may be rejected if it is conditional or incomplete or if it contains any material alterations of form or other material irregularities of any kind. The State may reject any or all proposals and may waive any immaterial deviation in a proposal. The State's waiver of immaterial defect(s) shall in no way modify the RFP document or excuse the Proposer from full compliance with all requirements if awarded the contract.
6. Costs incurred in developing proposals and other costs expended in anticipation of award of the contract are entirely the responsibility of the Proposer and shall not be charged to the State.
7. Proposers are cautioned not to rely on the State during the evaluation to discover and report to the Proposer any defects and errors in the submitted documents. Before submitting their documents, Proposers should review their proposals carefully, correct all errors, and confirm compliance with the RFP requirements.
8. No oral understanding or agreement shall be binding on either party.

B. Submission of the Proposal

1. A proposal must be submitted to CDA by 4:00 p.m., on the date specified in Key Action Dates, in order to be considered for award.

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2. It is the responsibility of the Proposer to ensure that the proposal is received by CDA by the specified time. CDA will not be responsible for any late or incomplete proposals due to mistakes or delays of the Proposer or the carrier used by the Proposer. A postmark is **not** sufficient. Proposals received after 4:00 p.m., on the date specified in the Key Action Dates, will not be evaluated and will be returned to the Proposer.
3. An original proposal marked “ORIGINAL” and two copies must be submitted.
4. All documents contained in the original proposal package must have original signatures where required and must be signed by a person who is authorized to contractually bind the proposing firm. (See Certification Sheet, Attachment 2) The signature must indicate the title or position that the individual holds in the proposing firm. The additional proposal sets may contain photocopies of the original package.
5. Proposals shall be signed by the Proposer. An unsigned proposal will be rejected. A proposal may be signed by an agent of the Proposer if he or she is an officer of a corporation submitting the proposal authorized to sign contracts on its behalf, a member of a partnership submitting a proposal or if he or she is properly authorized by power of attorney or equivalent document submitted to the State with the proposal. By signing the Certification Sheet attachment, the signee certifies to the provisions listed in this Section.
6. If the proposal is made under a fictitious name or business title, the actual legal name of the Proposer must be provided.
7. All proposals shall include the documents identified in the Required Documents Checklist, (Attachment 1). Forms supplied with this RFP are not to be altered. Proposals not including all the required attachments shall be deemed non-responsive. A non-responsive proposal is one that does not meet the basic proposal requirements.
8. Proposals may be hand-delivered, mailed, or air expressed (e.g., UPS, Express Mail, Federal Express). If hand delivered, go to 2nd floor Contracts and Business Services Section. No facsimile copies will be accepted.

Proposals shall be addressed to:

**Steve Miars
RFP# HICAP 05-02
California Department of Aging
1300 National Drive, Suite 200
Sacramento, California 95834**

9. A Proposer may modify a proposal after its submission by withdrawing its original proposal and resubmitting a new proposal, prior to the proposal submission deadline as set forth in the Key Action Dates. Proposal modifications offered in any other manner, oral or written, will not be considered.
10. A Proposer may withdraw its proposal by submitting a written withdrawal request to the State signed by the Proposer or an agent authorized in accordance with #5 above. A Proposer may thereafter submit a new proposal prior to the submission deadline. Proposals may not be withdrawn without cause subsequent to proposal submission deadline.
11. Proposal packages may be returned only at the Proposer's expense, unless such expense is waived by CDA.
12. CDA may modify the RFP prior to the date fixed for submission of proposals by issuing an addendum to all parties who received a proposal package.
13. CDA reserves the right to reject all proposals for any reason. CDA is not required to award an Agreement as a result of this RFP.
14. CDA reserves the right, at any time, to waive any RFP requirement or instruction for all Proposers if CDA determines that the requirement or instruction was unnecessary, erroneous or unreasonable.
15. CDA may waive any immaterial deviation or defect in any proposal. CDA reserves the right to use its best judgment to determine what constitutes an immaterial deviation or defect. CDA may, in its sole discretion, either allow the Proposer to remedy immaterial deviations or defects, or waive the need to remedy them.
16. CDA's waiver of an immaterial deviation or defect in a proposal shall in no way modify this RFP or excuse a Proposer from full compliance with all proposal requirements.

C. Organization of the Proposal

Proposals should be organized in the order listed below using the instructions provided on subsequent pages to complete each area:

1. Proposal Cover Sheet with Title, RFP No., and Date
2. Table of Contents
3. Executive Summary (two page maximum)
4. Proposal Narrative Response (30-page maximum)
 - a. Organization Capability and Experience
 - b. Staffing Capabilities
 - c. Service Management Plan and Approach
 - d. Technology and Equipment
 - e. Network Communications
5. Required Documents:
 - a. Required Documents Checklist (Attachment 1)
 - b. Proposal/Certification Sheet (Attachment 2)
 - c. Cost Sheet (Attachment 3)
 - d. Resumes/Work Histories for Key Supervisory Personnel (Attachment 4)
 - e. Adherence to RFP Requirements (Attachment 5)
 - f. Budget Template (Exhibit B)

IV. PREFERENCE PROGRAMS

A. Small Business Enterprise Program

Preference will be given to California certified small business enterprises. An explanation of the Small Business Enterprise Program (SBE) requirements can be found at the Internet web site:

<http://www.pd.dgs.ca.gov/smbus/sbpref.htm> .

B. Non-small Business Preference

A five percent (5%) bid preference is available to a non-small business claiming twenty-five percent (25%) California certified small business subcontractor participation. If claiming the non-small business subcontractor preference, the proposal should include a list of the small business(es) with which you commit to subcontract in an amount of at least twenty-five percent (25%) of the net bid price with one or more California certified small businesses. Each listed certified small business should perform a “commercially useful function” in the performance of the contract as defined in Government Code Section 14837(d)(4).

The required list of California certified small business subcontractors should be attached to the bid response and should include the following: (1) subcontractor name; (2) address; (3) phone number; (4) a description of the work to be performed and/or products supplied; and (5) the dollar amount or percentage of the net bid price (as specified in the solicitation) per subcontractor.

Proposers claiming the five percent (5%) preference must commit to subcontract at least twenty-five percent (25%) of the net proposal price with one or more California certified small businesses. Completed certification applications and required support documents must be submitted to the Office of Small Business and DVBE Certification (OSDC) no later than 4:00 p.m. on the bid due date, and the OSDC must be able to approve the application as submitted.

V. PROPOSAL EVALUATION PROCESS

A. General Description

Evaluation and selection will consist of multiple stages as detailed below. CDA will reject any proposal that is found to be non-responsive at any stage of the evaluation. The three stages are: Administrative Review, Technical Proposal Evaluation, and Award of Cost points. Only the Technical Proposal and Cost Sheet are scored numerically. The total number of points available for the RFP is 345 points.

B. Administrative Review – Stage 1

Proposals will be dated and time-stamped upon receipt at CDA. Each proposal received at CDA by 4:00 p.m. on the deadline date specified in the Key Action Dates will be reviewed for timeliness, completeness and compliance with the Administrative Requirements provided in this document. Each requirement must receive a YES response to be considered responsive.

During this review stage, CDA will compare the contents of each proposal to the claims made by the Proposer on the Required Documents Checklist to determine if the Proposer's claims are accurate. If deemed necessary, CDA may collect additional documentation (e.g., missing forms, missing data from RFP attachments, missing signatures) from a Proposer to confirm the claims made on the Required Documents Checklist, and to ensure that the proposal is initially responsive to the RFP requirements.

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Proposals that do not comply with the Administrative Requirements may be considered non-responsive and may be excluded from further review. Omission of any required document or form, failure to use required formats for response or failure to respond to any requirement may lead to rejection of the proposal prior to Technical Proposal Evaluation. Proposers that do not meet the Administrative Requirements will not receive any special notification. **Late proposals will be rejected.**

The following Checklist will be used to evaluate the Administrative Requirements:

ADMINISTRATIVE REQUIREMENTS	YES	NO
Original and two copies of proposal submitted by the deadline.		
Cover or Title Page		
Table of Contents		
Executive Summary (two pages maximum)		
Required Documents completed and included in the RFP: Documents included: <ul style="list-style-type: none">• Required Document Checklist (Attachment 1)• Proposal/Certification completed and signed. (Attachment 2)• Cost Sheet (Attachment 3)• Resumes/Work Histories for Key Personnel (Attachment 4)• Adherence to RFP Requirements (Attachment 5)• Budget Template (Exhibit B)		
Proof of Corporate Good Standing Status		

Proposals must receive a “yes” for all Administrative Requirements to be considered responsive. Specified elements must be complete, including any supporting documentation. Non-responsive proposals will be screened out at this point and will not be scored.

C. Technical Proposal Evaluation – Stage 2

Only proposals that are deemed by CDA to be responsive to the Administrative Requirements will be eligible for the Technical Proposal Evaluation. Responsive proposals will be submitted to an evaluation committee whose members will individually evaluate and score the Technical Proposal. Each evaluator will independently assign a numeric score for each section described in the proposal based upon the **quality, thoroughness, adequacy, and the degree to which the Proposer's responses comply with the criteria** identified in Section VI of this RFP. Scores will then be averaged across all members of the evaluation committee. At a minimum proposers must receive at least 70% (168 points) of the maximum possible score of 240 points. Proposals that do not pass the technical evaluation with a minimum score of 168 points will not be considered for award of this contract and will not proceed to Award of Cost Points (Stage 3).

Responses or explanations that fail to fully address the criteria will undermine your proposal and will result in reduced scores. Proposals that contain false or misleading statements, or which provide references that do not support an attribute or condition claimed by the Proposer, may be rejected.

Technical Proposal Evaluation Criteria and Scores	Points
<ul style="list-style-type: none"> Executive Summary 	20
<ul style="list-style-type: none"> Proposal Narrative <ul style="list-style-type: none"> Organizational Capability and Experience Staffing Capabilities Service Management Plan and Approach Technology, Equipment, and Phone Services Service Provider Network and Communications 	70 40 80 20 10
Total Possible Technical Points	240

D. Award of Cost Points – Stage 3

Proposers that earn a passing technical proposal score in Stage 2 will have the cost proposal scored according to the process as described below.

This RFP awards up to 105 points for the total cost of the project to the State. The Small Business Preference is also given to certified small businesses and proposers that claim the preference through subcontracting and that meet the RFP requirements.

The Small Business Preference reduces the *calculated*, not actual, amount of the bid price for small business by 5% of the lowest cost proposal.

For example: If the lowest cost proposal is \$30,000 a proposal submitted by a **certified** Small Business is reduced by $.05 \times \$30,000$ or \$1,500. If the following cost proposals were submitted the result would be:

Proposer	Actual Cost Proposal	Proposer Status	Application of Small Business Preference	Revised Cost Proposal (for points award only)
Company A	30,000	Small Business (SB)	-\$1,500	\$28,500
Company B	30,000	Not SB	-0	\$30,000
Company C	31,000	SB	-\$1,500	\$29,500
Company D	35,000	SB	-\$1,500	\$33,500
Company E	48,000	Not SB	-0	\$48,000
Company F	48,000	SB	-\$1,500	\$46,500

NOTE: The 'revised cost proposal' is only for computing the points awarded. In awarding the contract the actual cost proposal will be the dollar amount of the awarded contract.

The Lowest Cost Proposer is awarded 105 points. Thereafter, each proposer is awarded points based on the following formula:

Lowest cost proposal divided by current proposal being evaluated = Factor
The maximum possible number of points (105) is then multiplied by the factor to equal the number of points awarded for cost.

Using the revised cost in the far right column above, points (maximum 105), would be awarded as follows:

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Proposer	Revised Cost Proposal (for points award only)	Lowest Proposal (\$28,500) divided by figure below:	Factor	Cost Points (Factor x 105 points)
Company A	\$28,500	\$28,500	1.00	105
Company B	\$30,000	\$30,000	.950	99.75
Company C	\$29,500	\$29,500	.966	101.44
Company D	\$33,500	\$33,500	.851	89.3
Company E	\$48,000	\$48,000	.594	62.34
Company F	\$46,500	\$46,500	.613	62.35

E. Total RFP Score

CDA will combine the technical proposal score with the cost proposal score and will identify the Proposer with the highest total proposal score. The contract will be awarded to the responsive Proposer receiving the highest combined total of the Technical Proposal score and Cost Proposal score.

F. Notice of Intent to Award

CDA shall award the contract after CDA posts a Notice of Intent to Award for five working days. Any protests must be filed within this five working day period. The notice of Intent to Award will be released on the date specified in the Key Action Dates and posted in the lobby of CDA, 1300 National Drive, Suite 200, Sacramento, California 95834. In addition, at the same time, CDA will mail or fax Proposers a letter of notification or a copy of the Notice of Intent to Award. The successful Proposer must then immediately notify CDA of any developments that have a significant impact on their award-supported activities.

CDA will confirm the contract award to the winning Proposer after the protest deadline specified in the Key Action Dates, if no protests are filed, or following a resolution of any protest by the Department of General Services (DGS).

G. Protest of Award

Only unsuccessful Proposers have a right to protest the award for specified grounds. Grounds for a protest are limited to assertions that CDA failed to correctly apply the standards for reviewing and evaluating proposals as specified in this RFP.

Proposers must file a written protest with DGS and CDA within five working days of the posting of the Notice of Intent to Award. If any Proposer files a protest against the awarding of the contract, the contract shall not be awarded until the protest has been either withdrawn or the DGS has decided the matter.

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Within five days of filing the initial protest the protesting party shall file with DGS and CDA, at the locations noted below, a detailed statement specifying the grounds for the protest. The written protest must include a written statement of protest, RFP number, name of the state agency involved, and the agency contact person. Protests must be filed by 4:00 p.m. on the deadline specified in the Key Action Dates, with:

**Department of General Services
Office of Legal Services
707 Third Street, 7th Floor, Suite 7-330
West Sacramento, California 95606**

A copy of the written protest must be sent to:

**Department of Aging
Contract and Business Services Section
Attention: Don Fingado
1300 National Drive, Suite 200
Sacramento, California 95834**

In the event that CDA is unable to award the contract to the highest scoring Proposer, CDA reserves the right to award the contract to the Proposer that has earned the next highest score. If the contract is not accepted by the Proposer with the highest score or a contract is awarded to the Proposer with the highest score and is later terminated, CDA may award the contract to the available Proposer having the next highest score in the review process for the remainder of the contract term. CDA reserves the right to not award a contract pursuant to this RFP.

VI. REQUIREMENTS AND EVALUATION CRITERIA

The proposal will be scored on a scale of 0 to 240 points. The maximum point value of each section of the proposal is as follows:

Requirements	Evaluation Criteria
EXECUTIVE SUMMARY	20 points
In no more than two pages, generally outline how your organization intends to manage and handle orphan calls. This is your overview of the entire proposal in a brief and concise format.	In an executive summary format, the proposal provides a brief, but complete descriptive picture of its proposed HICAP orphan call operations including: (1) the organization; (2) the service management of the orphan call operations; (3) staffing capabilities and oversight of staff receiving and handling orphan calls; (4) the training of staff; (5) use of technology, equipment, and phone services; and (6) data collection, performance measures, and reporting.

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Requirements	Evaluation Criteria
ORGANIZATION CAPABILITY AND EXPERIENCE	70 points
<p>Describe your organization's business history and mission and explain how this mission and history is relevant to purpose of this service and program.</p> <p>Describe your organization's experience in performing activities that were similar in nature or closely related to the RFP Scope of Work (Exhibit A).</p> <p>Describe the fiscal accounting processes and budgetary controls you will use to ensure the responsible use and management of contract funds and accurate invoicing.</p> <p>Describe your organization's system for maintaining fiscal and program records?</p> <p>Describe the organization's experience, competence, and knowledge of Medicare issues and Medicare beneficiary rights resulting from the MMA.</p>	<p>Upon reviewing the Proposer's description, to what extent are the organization's mission and business history are closely related and complementary to the purpose of this service and program?</p> <p>From the experience described in the proposal, to what extent does the Proposer demonstrate sufficient experience and competency in managing projects or performing activities that are similar or closely related to the activities identified in the RFP Scope of Work?</p> <p>To what extent does the Proposer describe sound fiscal accounting processes and budgetary controls to ensure responsible use and management of contract funds?</p> <p>To what extent does the Proposer demonstrate that it has an adequate system for maintaining fiscal and program records?</p> <p>Based upon the description in the proposal, to what extent does the Proposer demonstrate the desired breadth and depth of knowledge of, and experience with, Medicare issues, such as traditional Medicare, health and Medicare supplement insurance, and MMA Part D benefits and beneficiaries rights under law. Medicare and health insurance knowledge should be up-to-date to score higher.</p>

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Requirements	Evaluation Criteria
STAFFING CAPABILITIES	40 points
<p>Describe the qualifications and experience of the key supervisory personnel and line staff that will be assigned to perform the work of this contract.</p> <p>Provide a staffing plan that identifies the title, role, responsibilities, and the estimated time of each person assigned to the orphan call operations.</p> <p>Describe method of, and resources used, to train the staff answering orphan calls and what information they will receive in the technical subject areas of Medicare and MMA Part D benefits.</p>	<p>To what extent does the proposal demonstrate that key supervisory personnel and line staff assigned to this project have the qualifications and experience needed to control the quality of service?</p> <p>Upon review of the Proposer's staffing plan, to what extent has the Proposer allocated a sufficient number of staff in the appropriate position levels or classifications to perform the services?</p> <p>To what extent does the proposal describe how staff will be trained to make appropriate personalized needs assessments, provide needed Medicare and health insurance information, and establish referrals for service needs that require continued counseling at the local HICAP provider level?</p>
SERVICE MANAGEMENT PLAN AND APPROACH	80 points
<p>Describe your organization's approach and/or methods to provide initial caller assessment, evaluate the specific problem, respond to the caller's needs, and provide follow-up.</p> <p>Describe a model intake document and process and describe what information might be collected for assessment and performance documentation.</p>	<p>To what extent does the proposal thoroughly explain its approach and methods to assure that callers are able to receive timely, necessary assistance consistent with their needs? Does the approach appear reasonable and appropriate (i.e., if implemented would it likely produce the desired results)?</p> <p>To what extent will the service standardize the intake form and procedures to capture vital information for the caller's situation and data for reporting, monitoring, and quality assurance? Attaching a sample of what an intake form might contain and look like will help in achieving a higher score.</p>

HICAP Request for Proposal – Orphan Call Center

Requirements	Evaluation Criteria
<p>Describe how you intend to ensure timely follow-up on referrals to assure callers are receiving assistance and resolving their issue(s)</p>	<p>To what extent does the proposal address follow-up procedures when necessary? How will the service know if callers were referred correctly and their concerns taken care of by subsequent counseling locally?</p>
<p>Describe the hours of operation and how callers will receive personal attention. How many hours per day will the phone line be answered in person, rather than voice mail?</p>	<p>To what extent what extent does the proposal maximize the use of “in person” interaction with callers?</p>
<p>Describe how your organization will handle caller crises and your approach to reducing anxiety of callers that might be facing changes to their health care coverage and ensure customer satisfaction.</p>	<p>To what extent does the proposal address how staff will handle crisis situations and people who are anxious over changes in medical coverage and possible changes in available medications?</p>
<p>Describe the data base your organization will use to account for all calls received and for the development of various management reports.</p>	<p>To what extent does the proposal detail the kind of performance data and client profile data that would be useful and how this data will be used on an ongoing basis to maintain and improve service quality?</p>
<p>Using the budget template shown in Exhibit B, complete an operational budget.</p>	<p>To what extent does the operational budget demonstrate realistic distribution of resources and adequate funding for critical areas such as, but not limited to, staffing support.</p>

HICAP Request for Proposal – Orphan Call Center

Requirements	Evaluation Criteria
USE OF TECHNOLOGY, EQUIPMENT, AND PHONE SERVICES	20 points
<p>Describe existing or proposed phone carrier service for the organization and its compatibility with the State phone service contractor, MCI.</p> <p>Describe existing or proposed phone equipment, including how many lines will be set up and staffed for simultaneous calls.</p> <p>As applicable, describe any new technology, phone services, or equipment that will make the orphan call service more efficient, more consumer friendly, and/or referrals more automated.</p>	<p>To what extent does the proposal identify a reputable telephone carrier service that has a proven record of assistance for customer technical needs and support?</p> <p>To what extent does the proposal demonstrate that the organization has adequate equipment to handle the volume of calls (estimated to be between 400 to 600 per month) or will be acquiring the appropriate equipment to perform these service levels?</p> <p>To what extent does the proposal explain the use of state-of-the-art telephone equipment with additional technological capabilities such as, but not limited to:</p> <ul style="list-style-type: none"> ○ Using automated attendant messages when more calls are coming in than can be handled at the moment. ○ Displaying and recording waiting times while callers are on hold, presenting customized messages while on hold, or “call queue” providing callers with options to leave a message, remain on hold or return to an automated attendant. ○ Using systems to route orphan call intake records electronically to local HICAP providers over the web or by e-mail, for transition to counseling locally. ○ Using automated dialing for referrals rather than having to refer the caller to yet another number, or taking time to enter local HICAP numbers while the caller is on hold. <p>To the extent modern sophisticated equipment is used to improve the efficiency, accuracy, and speed of assistance, it will help increase the score.</p>

HICAP Request for Proposal – Orphan Call Center

Requirements	Evaluation Criteria
SERVICE PROVIDER NETWORK AND COMMUNICATIONS	10 points
Describe your experience with and ability to coordinate, collaborate and communicate with a network of service provider organizations.	To what extent does the Proposer demonstrate experience with or an ability to coordinate, collaborate, and communicate with a network of service provider organizations?
COST	105 points
Submit total Cost Proposal amount for the term of this contract using the Cost Sheet (Attachment 3).	The cost proposal that offers the lowest total dollar amount will be awarded 105 points. The remaining cost proposals will be awarded cost points based upon the awarding of cost points on page 17-18.

SECTION VII EXHIBITS

EXHIBIT A

SCOPE OF WORK

A. Orphan Call Response, Referral, and Follow-up

1. Contractor shall:

- a) Establish an orphan call reception line that terminates with the contractor's number, as approved by the Department.
- b) Ensure that the orphan call line is adequately staffed to handle up to 600 callers per month. This should be, to the extent feasible, a phone line answered by a person, not automated devices, during normal business hours, 9 a.m. to 5 p.m., Pacific Standard Time, Monday through Friday, except major holidays as determined by CDA. If at any given time within these hours the phone cannot be answered, then an automated answering service or mechanism will be used.
- c) Ensure that staff answering the calls will be fully trained in Medicare, with special emphasis on Part D, and on Medicare beneficiary rights under law and the processes of implementing those rights. Staff must be kept up-to-date on any subsequent Medicare changes during the contract period.
- d) Maintain an automatic telephone answering system during times when the reception number is not being answered by staff. The telephone system must accept out-of-state calls. The system shall be able to assure that callers receive timely, necessary, assistance consistent with their identified Medicare needs.
- e) Make appropriate assessment and referral for service needs identified to the local HICAP nearest to the caller and/or senior service network for additional assistance available. Staff will be trained in using AT&T language interpretation services when necessary.
- f) Maintain communications with all 24 HICAP agencies throughout the State for the purposes of making expedient referral of orphan calls.

EXHIBIT A (Continued)

B. Data Collection, Management, and Reporting.

1. Contractor shall:

- a) Develop and maintain a database or spreadsheet to account for all calls received and for the development of various management reports based on but not limited to the following: the general type of call (need); the geographic origin of call; type of caller; referral information; follow-up, and user data.
- b) Develop report formats (Intake form or electronic form, Reporting form or electronic form) as needed and agreed to by CDA. Reports will be required no more frequent than monthly and not less than quarterly with an annual report due at conclusion of the contract.
- c) Periodically meet with CDA as needed (not less than quarterly and not more than monthly) to discuss the performance of the orphan call services.

C. Use of Subcontractors

The selected contractor may subcontract for portions of this scope of work, with the prior approval of CDA.

D. Contract Extension

The work to be performed as a result of the RFP may be extended beyond the initial term of the one-year contract if it is determined to be in the State's best interest to do so and additional funding is appropriated in subsequent fiscal years for this purpose.

Exhibit B

BUDGET TEMPLATE

BUDGET ITEMS	BUDGETED AMOUNT
Salaries and Wages (include detail with each position and rates, including fringe benefits)	
Office Supplies	
Equipment Rental, Maint., and Repairs	
Insurance	
Printing	
Photocopy	
Communications	
Telephone Equipment and Service	
Postage	
Travel (at state rates)	
Consultant Services	
Rent (in \$ per square foot)	
Other (List and Name)	
TOTAL OPERATING EXPENSE	

This Exhibit B must be completed and enclosed in the Proposal Package.

SECTION VIII REQUIRED ATTACHMENTS

REQUIRED ATTACHMENT 1

REQUIRED DOCUMENTS CHECKLIST

A complete proposal or proposal package will consist of the items identified below. Complete this checklist to confirm the items in your proposal. Place a check mark or “X” next to each item that you are submitting to the State. For your proposal to be responsive, all required documents (including the checklist) must be returned.

<u>Document</u>	<u>Document Name/Description</u>
_____ Attachment 1	Required Documents Checklist (this Attachment)
_____ Attachment 2	Proposal/Certification Sheet
_____ Attachment 3	Cost Sheet
_____ Attachment 4	Resumes/Work Histories for Key Service Staff
_____ Attachment 5	Adherence to RFP Requirements
_____ Exhibit B	Budget Template

REQUIRED ATTACHMENT 2

PROPOSAL / CERTIFICATION SHEET

This Proposal/Certification Sheet must be signed and returned along with all the "required attachments" as an entire package with original signatures.

- A. All required attachments are included with this certification sheet.
- B. I have read and understand the DVBE participation requirements and have included documentation demonstrating that I have met the participation goals or have made a good faith effort.
- C. The signature affixed hereon and dated certifies compliance with all the requirements of this proposal document. The signature below authorizes the verification of this certification.

An Unsigned Proposal/ Certification Sheet May Be Cause For Rejection

1. Company or Agency Name	2. Telephone Number ()	2a. Fax Number ()
3. Address		
Indicate your organization type:		
4. <input type="checkbox"/> Sole Proprietorship	5. <input type="checkbox"/> Partnership	6. <input type="checkbox"/> Corporation
Indicate the applicable employee and/or corporation number:		
7. Federal Employee ID No. (FEIN)	8. California Corporation No.	
9. Indicate applicable license and/or certification information:		
10. Proposer's Name (Print)	11. Title	
12. Signature	13. Date	
14. Are you certified with the Department of General Services, Office of Small Business and DVBE Certification (OSDC) as:		
a. California Small Business Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, enter certification number:	b. Disabled Veteran Business Enterprise Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, enter your service code below:	
NOTE: A copy of your Certification is required to be included if either of the above items are checked "Yes". Date application was submitted to OSDC, if an application is pending.		

Completion Instructions for Proposal/ Certification Sheet

Complete the numbered items on the Proposal / Certification Sheet by following the instructions below.

Item Numbers	Instructions
1, 2, 2a, 3	Must be completed. These items are self-explanatory.
4	Check if your firm is a sole proprietorship. A sole proprietorship is a form of business in which one person owns all the assets of the business in contrast to a partnership and corporation. The sole proprietor is solely liable for all the debts of the business.
5	Check if your firm is a partnership. A partnership is a voluntary agreement between two or more competent persons to place their money, effects, labor, and skill or some or all of them in lawful commerce or business, with the understanding that there shall be a proportional sharing of the profits and losses between them. An association of two or more persons to carry on, as co-owners, a business for profit.
6	Check if your firm is a corporation. A corporation is an artificial person or legal entity created by or under the authority of the laws of a state or nation, composed, in some rare instances, of a single person and his successors, being the incumbents of a particular office, but ordinarily consisting of an association of numerous individuals.
7	Enter your federal employee tax identification number.
8	Enter your corporation number assigned by the California Secretary of State's Office. This information is used for checking if a corporation is in good standing and qualified to conduct business in California.
9	Complete, if applicable, by indicating the type of license and/or certification that your firm possesses and that is required for the type of services being procured.
10, 11, 12, 13	Must be completed. These items are self-explanatory.
14	If certified as a California Small Business, place a check in the "Yes" box, and enter your certification number on the line. If certified as a Disabled Veterans Business Enterprise, place a check in the "Yes" box and enter your service code on the line. If you are not certified to one or both, place a check in the "No" box. If your certification is pending, enter the date your application was submitted to OSDC.

REQUIRED ATTACHMENT 3

COST SHEET

Contractor:

The undersigned Contractor, as bidder, declares that he/she has carefully examined the locations of the proposed work as described, examined the specifications and general conditions therefore, read the instructions to bidders, and is familiar with all proposal requirements, and agrees, if the proposal is accepted, to complete the above project in accordance with the Sample Standard Agreement terms and conditions, in the time stated herein amounting to a total of:

Total, Bid Amount not to Exceed \$_____

The bid amount includes and covers all office overhead, profit and payroll cost and taxes; equipment and materials; and the performance of all labor requisite for the performance and completion of all the work in the manner set forth, described and shown in Exhibit A (Scope of Work).

Contractor's Name: _____

Proposer's/Representative's Name: _____

Proposer's/Representative's Signature: _____

REQUIRED ATTACHMENT 4

**RESUMES/WORK HISTORIES
FOR KEY PERSONNEL**

REQUIRED ATTACHMENT 5

ADHERENCE TO RFP REQUIREMENTS

By signing this document the proposer agrees to meet the following requirements:

1. Corporation in good standing and qualified to conduct business in California (if applicable).
2. Proposer/subcontractor has no conflict of interest, is not an employee of an insurance company, health service plan, or related for-profit organization which may have a conflict of interest with HICAP.
3. Proposer/subcontractor is not marketing a health care service plan or insurance product.
4. Proposer/subcontractor has no business relationship with, nor accepts money or in-kind contributions from health insurance companies, health plan organizations, or pharmaceutical companies.

Signature

Date